DOCUMENT RESUME

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ABSTRACT

Evaluations of 46 items of secondary level instructional materials used in distributive education are presented in the document to assist teachers in their choice of instructional materials for students. The development of an assessment instrument is described. The evaluation was conducted by a task force of distributive education teachers trained in the evaluative process and a consensus summary report was submitted. The evaluation of each instructional material consists of information on the following areas: (1) bibliographical data (subject matter area, title and author, publisher, year published, and cost); (2) type of material (textbook, film, slides, record, or others); (3) brief description of material (content); (4) readability grade level and readability formula used (Dale-Chall, Fry, or Spache); (5) overall rating (classified by point system as excellent, useful, or unacceptable); (6) summary of ratings (based on five evaluative criteria--bias, accuracy, appropriateness, verbal and visual fluency, and usefulness and versatility); and (7) additional comments. The instructional materials assessment instrument and the consensus summary form are included. The Fry readability graph to determine the reading level of materials is appended. (EC)

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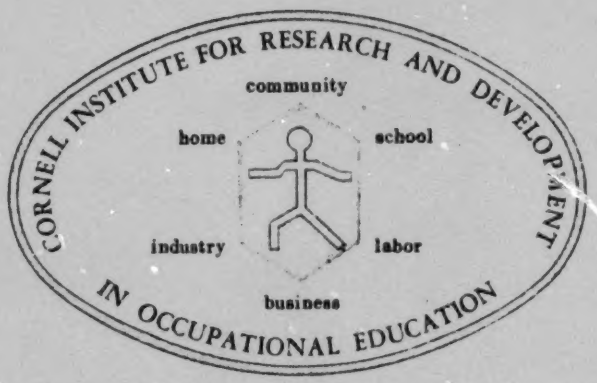
INSTRUCTIONAL MATERIALS

FOR

DISTRIBUTIVE EDUCATION

Project Managers

Dr. James G. Bennett Dr. Martha C. Muncrief



Institute for Research and Development in Occupational Education, Department of Education, New York State College of Agriculture and Life Sciences, Cornell University, Ithaca, New York, in cooperation with

Bureau of Inservice Education, New York State Education Department, Albany, New York

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THE EVALUATION PROJECT

The Evaluation of Distributive Education Materials was part of a larger project of the Cornell Institute for Occupational Education that addressed the evaluation of materials in the program areas of Automotive Mechanics, Building Trades, Business and Office Education, Child Care, Cosmetology, Distributive Education and Practical Nursing.

The Institute is the research component of the Department of Education of the New York State College of Agriculture and Life Sciences at Cornell. The project, The Evaluation of Occupational Education Instructional Materials, was under written by a grant from Education Professions Development Act funds under a contract with the Bureau of Inservice Education of the New York State Education Department.

This publication is made available for the purpose of sharing the educational materials assessments and instrumentation so that Distributive Education teachers, administrators and teacher educators may continue to address the evaluation of materials in order to serve the varying learning styles of the student population.

James G. Bennett
Sr. Research Associate &
Specialist in Distributive
Education

Distributive Education teachers have over the years pondered the question - what instructional materials are most appropriate for the varying ability levels of my students? Today the same question lives vividly within the minds of new and experienced teachers alike. While the question remains, the picture with respect to the nature and amount of material available has changed. In recent years the amount of instructional material for classroom use has increased dramatically. Today the Distributive Education teacher is faced with the dilemma of selecting from an abundant supply of materials with varying prices, made available from a plethora of publishers and businesses many of whom deny pre-purchase examination without an accompanying purchase order number.

There is no denying that the evaluation of instructional materials is part of the Distributive Education teachers' job. The Crawford study, "A Competency Pattern Approach to Curriculum Construction in Distributive Teacher Education",(1) identified four critical teaching tasks that encompass the evaluation of educational materials:

- Select and procure reference texts and other instructional material for preparing lesson plans and for student use.
- Participate in the preparation, development, evaluation and revision of course outlines and subject materials.
- Prepare and secure audio and visual materials and devices needed for effective instruction.

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(1) Lucy Crawford, A Competency Pattern Approach to Curriculum Construction in Distributive Teacher Education, Vol. I (Blacksburg, Va.: Virginia Polytechnic Institute, 1967), 39-42.

- *Evaluate individualized instruction materials in terms of specific jobs.*

Cotrell's Model Curricula for Vocational and Technical Teacher Education[2] identified several teacher competencies relating to the selection/evaluation of instructional materials. Distributive Education teachers participating in the study ranked these competencies as important to very important.

The teacher will determine instructional media and aids

Key Criteria:

(1) The advantages and disadvantages of various instructional media and aids were analyzed in regard to meeting instructional objectives

(2) Student individual differences were considered in selecting instructional media and aids

The teacher will determine appropriate library resources

Key Criteria:

(1) Resources were determined on the following criteria: (a) the individual students' needs abilities and interests, (b) contribution to the learning process, (c) timeliness and reliability, (d) depth of content, and (e) ease of use.

The teacher will evaluate textbooks and reference materials to meet course objectives

Key Criteria:

(1) The text or reference materials were analyzed in regard to (a) accuracy of information, (b) currency of material, (c) organization of content, (d) adaptability to individual needs, (e) availability and usefulness of illustrations, (f) reading level and (g) appeal and durability of binding.

---

[2] Calvin J. Cotrell et al., Model Curricula for Vocational Technical Teacher Education, Vol. I (Columbus: The Center for Vocational Technical Education, 1971), 50 ff.

In light of this research, one comes to the realization that the evaluation of instructional materials is an important part of every Distributive Education teacher's responsibility and that the evaluation process must include the application of formalized evaluative criteria in an on-going systematic mode. The Cornell Materials Evaluation Project represents an attempt to develop a systematic approach for identifying and evaluating instructional materials.

DEVELOPMENT OF AN ASSESSMENT INSTRUMENT

The project staff reviewed existing research in learning theory, curriculum evaluation, and media impact. State Research Coordinating Units were surveyed and approximately twenty instructional materials assessment instruments were identified and reviewed. These ranged in size and throughness from five pages to twenty-five pages. The instrument included in this document draws upon these sources and the examination of teacher competency research reports. The instrument is designed around five major evaluative criteria--bias, accuracy, appropriateness, verbal and visual fluency, and usefulness and versatility. Each of these sections contain a number of specific questions relating to the topic. In addition to the five evaluative themes, three other catergories are included in the instrument - a summary profile section which provides a numeric score and corresponding assessment level; a classroom use section which seeks feedback from teachers who have had experience in using the

materials; and an overall classification section which identifies the source, type of material and material description, target population and readability level and readibility formulae employed.

SELECTION AND TRAINING OF DISTRIBUTIVE EDUCATION TEACHERS AND EVALUATION INSTRUMENT EVALUATION

Task forces of outstanding Distributive Education teachers from throughout New York State were identified by State Department of Education Staff, teacher educators and classroom teachers. Task force members received training in the evaluation process and participated as team members in actual evaluation of a variety of educational materials to determine the effectiveness of the evaluation instrument. The instrument was also tested by other Vocational Education teachers on materials specifically designed for their vocational speciality.

A review of the literature revealed that many students experienced difficulty in reading. Project staff identified the reading level of materials as an item to be addressed in the evaluation process. Several reading level formulae were reviewed and tested with vocational education materials. The Fry[3] formula was found to be most effective and easy to apply by teachers and was selected to employ in the evaluative process. A copy of the formula and the process for use is shown in Appendix A.

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[3] Edward Fry, Journal of Reading (April 1968). Extended by George Maginnes. The Reading Teacher (March 1969).

COLLECTION AND EVALUATION OF DISTRIBUTIVE EDUCATION MATERIALS

Distributive Education teachers who were trained in the evaluative process were assigned to task force teams ranging in size from three to five. Each team member acted independently in evaluating materials. Once each member had completed a number of evaluations, the task force met, compared results and attempted to reach a consensus among task force members. Each task force team filed a consensus summary report form. The evaluation reports that appear in this document were derived from the consensus summaries.

Every effort was made to provide accurate information about each item of material reviewed. Inconsistencies are inevitable, however, when a large number of people are involved as authors. Due to the inflationary economic spiral, information on price should be interpreted only as a general guide. All materials evaluated were considered for the high school population.

The following information is provided for each piece of material:

BIBLIOGRAPHICAL DATA

Subject matter area (top right corner)

Title (and Author, where known)

Publisher

Year Published

Cost

TYPE OF MATERIAL

Listing of number and types of items included under title.

BRIEF DESCRIPTION OF MATERIAL

Content of material.

READABILITY GRADE LEVEL

One of three readability formulas was used with all printed material: Dale-Chall, Fry, Spache.

Grade level and formula used are listed.

OVERALL RATING

All material was classified into one of three categories:

Excellent	49-60 points
Useful	36-48 points
Unacceptable	35 and below

Overall rating is expressed as a ratio of the total points, for example, 45/60.

SUMMARY OF RATINGS

BIAS: Classified as "Acceptable" or "Unacceptable"

ACCURACY:
APPROPRIATENESS:
VERBAL AND VISUAL FLUENCY:
USEFULNESS AND VERSATILITY:

Expressed as a ratio of the total points for each item, for example, 13/15.

ADDITIONAL COMMENTS

May include additional information about use in the classroom, learner verification, similar material available, etc.

CONCLUSION

This report contains the assessments of forty-six materials that were selected by Distributive Education task force members for evaluation. Teachers participating in this project agreed that materials evaluation was an important part of every Distributive Education teachers job but that they had received little or no training in this area either in a pre-service or in-service mode before being selected to participate in the project.

The report, while limited in scope, is offered to stimulate other Distributive Education teachers, teacher educators and administrators to face up to the responsibility of evaluating the wealth of materials that has yet to be subjected to any formalized assessment.

Teacher educators must assume the leadership and review their present course and program offerings. Is the evaluation of instructional materials, a critical task of teachers, addressed?

TITLE _____

/ TASK 1.0 BIAS /

Materials which stereotype sex roles, show bias toward age, racial, ethnic, or religious groups, and/or impose artificial hierarchies of social values on occupational categories (job denigration) should be avoided. Bias may also be evident in advertising which detracts from the educational value of the material.

1.1 Is bias present in the material? (check all appropriate items)

- /__/ job denigration
- /__/ sex-role stereotyping
- /__/ age discrimination
- /__/ racial bias
- /__/ ethnic bias
- /__/ religious bias
- /__/ objectionable advertising
- /__/ other (explain)

1.2 Is the material sufficiently free of bias to justify its use in the classroom? (check one)

/__/ Yes /__/ No

COMMENTS _____

/ TASK 2.0 ACCURACY /

Materials which provide inaccurate or misleading information have little utility in the total teaching-learning process.

2.1 To what extent is the content objective and accurate?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Distorted or incorrect — Realistic, impartial and correct

2.2 To what extent is the content timely and up-to-date?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Outdated in information, ideas and illustrations — Current in information, ideas and illustrations

2.3 To what extent is the content clear and complete?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Vague and inconclusive — Sufficiently detailed to prevent misinterpretation

[ ] TOTAL SCORE FOR TASK 2

COMMENTS _____

/ TASK 3.0 APPROPRIATENESS /

Appropriateness of materials should be judged in relation to the target population and the total subject matter area.

3.1 To what extent are the language and/or visuals appropriate to the target population?

/ / 1 / / 2 / / 3 / / 4 / / 5

Stilted; antiquated language used; trite or too complex

Fluent and easy to understand; appropriate to maturity level of learner

3.2 To what extent is the content appropriate to the target population?

/ / 1 / / 2 / / 3 / / 4 / / 5

Lacking in challerge or too difficult to comprehend

Challenging but not beyond the ability of the learner

3.3 To what extent is the content relevant to the total subject matter area?

/ / 1 / / 2 / / 3 / / 4 / / 5

Unnecessary; emphasizes an unimportant aspect of the subject

Important and necessary to the subject matter area

[ ] TOTAL SCORE FOR TASK 3

COMMENTS_____

/ TASK 4.0 VERBAL AND VISUAL FLUENCY /

Instructional materials should make learning easier by presenting the subject matter in a simple and attractive way.

4.1 To what extent is the material appealing to the learner?

/ / 1 / / 2 / / 3 / / 4 / / 5

Unattractive; cluttered; poor in design

Attractive; simple; effective in design

4.2 To what extent is the organization of the material easy to follow?

/ / 1 / / 2 / / 3 / / 4 / / 5

Too many ideas treated inadequately; distracting or extraneous parts

Ideas developed adequately in a logical manner; clear general theme

4.3 To what extent is the material interesting and stimulating?

/ / 1 / / 2 / / 3 / / 4 / / 5

Treats too few ideas in a redundant manner; dull and boring

Contributes to the development of critical thought and creativity

[ ] SCORE FOR TASK 4

COMMENTS_____

/ TASK 5.0 USEFULNESS AND VERSATILITY /

Instructional materials should be useful in a variety of situations and adaptable to varied needs of student.

5.1 To what extent can the material be used with learners having varying needs?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Suitable for a limited group of learners

Appropriate to target group with varying level of maturity, economic backgrounds and learning styles

5.2 To what extent can the material be used in a variety of classroom organizational patterns?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

No provisions for adaptability; useful in only one type of situation

High level of adaptability; suitable for varying classroom formats

5.3 To what extent is cost and packaging of the material consistent with the degree of usability?

/__/ 1 /__/ 2 /__/ 3 /__/ 4 /__/ 5

Poorly constructed or packaged; more costly than is justified by probable use

Durably packaged; easy to handle and store; available at a cost commensurate with value

[ ] TOTAL SCORE FOR TASK 5

COMMENTS _____

/ TASK 6.0 SUMMARY PROFILE /

TASK POINTS	MAXIMUM POINTS POSSIBLE	SCORE OF TASK
2.0	15	
3.0	15	
4.0	15	
5.0	15	
TOTAL	60	

6.1 Overall assessment of material (check one)

/__/ Unacceptable; below 35 points

/__/ Useful; 36 to 48 points

/__/ Excellent; 49 to 60 points

6.2 Does the rating above accurately reflect your general assessment of the material?

/__/ Yes /__/ No (explain)

COMMENTS _____

/ TASK 7.0 CLASSROOM USE /

7.1 Have you used this material in your classroom?

/__/ Yes /__/ No

7.2 Does this material require training for effective use?

/__/ Yes /__/ No

7.3 Are consultant services available to provide training for use?

/__/ Yes (explain) /__/ No

Where? _____

_____

7.4 Do you know of any type of validation which has been done on this material, i.e. learner verification, pre-post tests, ratings, etc.?

/__/ Yes (explain) /__/ No

_____

_____

_____

7.5 Are there other discipline areas or target populations for whom this material might be appropriate? (list)

_____

_____

_____

Sign-off By Assessor

Name_____

Date_____

This research instrument was developed with EPDA funds, Section 554, under a contract with the Bureau of Inservice Education, New York State Education Department.
Revised February, 1975

Reactions and questions may be directed to:

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Institute for Research and Development
in Occupational Education
Stone Hall
Cornell University
Ithaca, New York 14853

INSTRUCTIONAL MATERIALS ASSESSMENT CONSENSUS SUMMARY

TITLE _____

AUTHOR _____

PUBLISHER/SUPPLIER _____

YEAR PUBLISHED _____ PLACE _____ COST _____

PACKAGING (check one)

/__/ 1. Single Piece (item)

/__/ 2. Set of _____ items, packaged together

/__/ 3. Set of _____ items, available separately

TYPE OF MATERIAL (check all appropriate items)

1. Printed (pages _____)
   - /__/ A. Student Manuals
   - /__/ B. Workbooks
   - /__/ C. Pamphlets
   - /__/ D. Reference Books
   - /__/ E. Textbooks
   - /__/ F. Magazines/Periodicals
   - /__/ G. Other _____

2. Audiovisual
   - /__/ A. Graphics/Pictures/Posters
   - /__/ B. Audio Tapes
   - /__/ C. Transparencies
   - /__/ D. Filmstrips
   - /__/ E. Slide Series
   - /__/ F. Records
   - /__/ G. Other _____

3. Manipulative
   - /__/ A. Puzzles
   - /__/ B. Games
   - /__/ C. Models/Mock Ups
   - /__/ D. Puppets/Figures
   - /__/ E. Laboratory Kits
   - /__/ F. Other _____

BRIEF DESCRIPTION OF MATERIAL _____

OCCUPATIONAL/DISCIPLINE AREA (check one)

/__/ 1. Agriculture _____
/__/ 2. Business Education _____
/__/ 3. Career Education _____
/__/ 4. Distributive Education _____
/__/ 5. Health _____
/__/ 6. Home Economics _____
/__/ 7. Trade & Industrial _____
/__/ 8. Other _____

TARGET POPULATION (check one)

/__/ 1. Grades K-1
/__/ 2. Grades 2-3
/__/ 3. Grades 4-6
/__/ 4. Grades 7-8
/__/ 5. Grades 9-12
/__/ 6. Post Secondary/Adult
/__/ 7. Special Needs _____

READABILITY GRADE LEVEL

/__/ 1. Not Applicable
/__/ 2. Readability Check Performed → Grade Level Is [ ]

Readability Formula Used _____

COMMENTS _____

TASK FORCE SUMMARY OF RATINGS

TASK 1.0 BIAS

TASK 2.0 ACCURACY (score of _____)

TASK 3.0 APPROPRIATENESS (score of _____)

TASK 4.0 VERBAL AND VISUAL FLUENCY (score of _____)

TASK 5.0 USEFULNESS AND VERSATILITY (score of _____)

OVERALL RATING (score of _____)

NAME OF TASK FORCE CHAIRMAN _____

DATE _____

TITLE: RETAILING - 1st. EDITION

Gerald Pintel and Jay Diamond

DE

PUBLISHER: Prentice-Hall, Inc.
Englewood Cliffs,
New Jersey
07632

YEAR PUBLISHED: 1971 COST $ 10.95

TYPE OF MATERIAL:
A hard cover textbook.

BRIEF DESCRIPTION OF MATERIAL:
This comprehensive text is an introduction to retailing. It provides the techniques and theory necessary for retail middle management employment. An overview of the subject includes organizational structure, merchandising practice and procedures, promotional activities, and store planning and control.

READABILITY GRADE LEVEL:
Fry. High Twelfth.

OVERALL RATING:
UNACCEPTABLE 30/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Very little bias was noticed by the reviewers though there was mention os some sex-role stereotyping with reference to salesmen.

ACCURACY: 10/15
The material seemed realistic but was slightly less than current in approach.

APPROPRIATENESS: 7/15

The teachers who reviewed this book agreed that both the language and the content are too advanced for a high school text.

VERBAL AND VISUAL FLUENCY: 6/15

The books layout is apparently cluttered and unattractive. It has small type size and few illustrations which are only black and white. In addition, it is wordy.

USEFULNESS AND VERSATILITY: 7/15

The format and difficulty of this text make it suitable only as a reference book.

ADDITIONAL COMMENTS:

The evaluators questioned whether the text should even have been included as a high school text for evaluation, since it is so clearly unsuitable.

TITLE: RETAILING PRINCIPLES AND PRACTICES - 6th EDITION

Richert, Meyer, Haines and Harris

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1974 COST $ 7.00

TYPE OF MATERIAL:
A hard cover text of 615 pages.

BRIEF DESCRIPTION OF MATERIAL:
This text covers six basic areas of Distributive Education: career development, serving the customer, selling, operations and management, merchandising, and sales promotion. Each area is broken into four parts: getting started, adjusting to the job, learning a specialty, and looking ahead.

READABILITY GRADE LEVEL:
Fry. Twelfth.

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The five reviewers agreed that there was no apparent bias in the book. It was noted that efforts had been made by the publisher to avoid such prejudices.

ACCURACY: 12/15
The material is current, clear, and complete in most respects. The emphasis on career areas enhances the approach to each topic.

APPROPRIATENESS: 11/15

The language of the text is somewhat complex for the target population.

VERBAL AND VISUAL FLUENCY: 10/15

The reviewers thought the verbal material adequate in its appeal, but not really stimulating. There were some questions regarding the slightly unusual arrangement of the units and the paging. There are many illustrations.

USEFULNESS AND VERSATILITY: 10/15

As a supplement or reference, the book would have its uses. Useful as an introduction to Distributive Education but not as a textbook.

ADDITIONAL COMMENTS:

Two reviewers had used the book in the classroom.

TITLE: BUSINESS PRINCIPLES AND MANAGEMENT - 6th Edition

Shilt, Everard and Johns

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1973 COST $ 6.18

TYPE OF MATERIAL:
Textbook of 664 pages with charts and illustrations.

BRIEF DESCRIPTION OF MATERIAL:
The text covers the business and economic environment and the major organizational functions of a business: marketing, purchasing, production, finance, administration, and personnel. One unit is devoted to management functions and another to government regulation and taxation.

READABILITY GRADE LEVEL:
Fry. Upper Twelfth.

OVERALL RATING:
USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable
In the illustrations there is no male-female, black-white balance and also some dominance of the white male in management levels.

ACCURACY: 12/15
The material is generally objective but conceptual in nature and it is therefore difficult to apply strict criteria of accuracy. Recent advances in computer technology have made the information processing section somewhat dated.

APPROPRIATENESS: 9/15

Concepts and illustrations would be difficult for the average high school student to comprehend. The material goes beyond the scope of a general Distributive Education course.

VERBAL AND VISUAL FLUENCY: 9/15

The layout and design of the text is good.

USEFULNESS AND VERSATILITY: 10/15

Because the emphasis of the text is on principles and abstract concepts of business organization, the reviewer's felt that its usefulness as a supplementary text for Distributive Education students is limited.

ADDITIONAL COMMENTS:

It was felt that the text was equally appropriate for courses in Business Education or Introduction to Economics.

TITLE: MERCHANDISING MATHEMATICS

P. A. Carlo, D. H. Murphy

DE

PUBLISHER: Delmar Publishers
Box 5087
Albany, New York
12205

YEAR PUBLISHED 1967 COST $ 2.43 Book; $1.25 Guide

TYPE OF MATERIAL:
This soft-cover workbook of 136 pages with a perforated text booklet of 28 pages is accompanied by a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
The arithmetical skills required of today's retail store employee are covered in units on such topics as discount pricing, sales checks, etc. The student's ability is determined in the first unit with a quiz followed by a review of math fundamentals. Each of the units includes an explanation of the subject, a sample problem, and practice problems. The test booklet contains a test for each of the main subject areas.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:
BIAS: Acceptable
The numerical nature of the book removes most possibility of bias from consideration. Wording does occasionally refer to both "he" and "she".

ACCURACY: 14/15

The information content and examples are true-to-life and consistent with the current business approach to merchandising math. There is sufficient detail and the content is easily understood.

APPROPRIATENESS: 13/15

The quiz in the first unit to determine the student's ability would seem an effective method of seeing just how appropriate the material is. For the student with an already established interest in math, the text should encourage good work habits, despite the somewhat dry nature of the subject.

VERBAL AND VISUAL FLUENCY: 12/15

The step by step development of the material is good and easy to follow. The design is simple with development to more difficult material proceeding in a logical, steady fashion.

USEFULNESS AND VERSATILITY: 14/15

The teachers who reviewed this workbook agreed on the versatility of the material. They suggested its use for students from entry level in Distributive Education up to post-graduate level and for either individual or group study. Courses in Business and Consumer Education could also use such a systematic, practical approach to the mathematics of merchandising.

TITLE: YOU AND FOOD MARKETING

Julian H. Handler

DE

PUBLISHER: Profit Press, Inc.
400 East 89th Street
New York, New York
10028

YEAR PUBLISHED 1968 COST $ 1.25

TYPE OF MATERIAL:
A paperback book of 94 pages.

BRIEF DESCRIPTION OF MATERIAL:
This historical study of the food industry presents chapters on producing, marketing, processing, packaging, transporting, merchandising, and research.

READABILITY GRADE LEVEL:
Fry: Average Ninth. The average was lowered because of one passage at the Seventh readability level. Two other passages were Tenth and Eleventh.

OVERALL RATING:
USEFUL 38/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There was enough sexual and racial bias in the illustrations though not in the written material) to put two of the five teachers off about using the book in the classroom.

ACCURACY: 9/15
Since its publication many new techniques have developed in the food industry leaving the book somewhat dated. It also lacks a problem-oriented approach and seems to dwell only on the positive side of food marketing.

APPROPRIATENESS: 10/15

This paperback is suitable primarily as supplemental reading for those exploring the food industry.

VERBAL AND VISUAL FLUENCY: 10/15

For the typical Distributive Education student, this text should provide easy and interesting reading.

USEFULNESS AND VERSATILITY: 9/15

This book's usefulness is probably limited to supplementary reading or to the student individually researching the food industry. The paperback binding will also cut down the length of usage. Home Economics and Consumer Education courses could possibly make use of it.

TITLE | GETTING DOWN TO BASICS ABOUT ADVERTISING | DE

PUBLISHER | Proctor and Gamble Educational Services
2261 Spring Grove Avenue
Cincinnati, Ohio
45214

YEAR PUBLISHED 1974 COST $ 7.00

TYPE OF MATERIAL:
Set of filmstrip, record, student pamphlets (eight pages), wall chart, and teacher's manual to be used in a coordinated fashion.

BRIEF DESCRIPTION OF MATERIAL:
A presentation of broadcast advertising as part of the marketing cycle using sample T.V. commercials.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Three out of four teachers who reviewed this kit felt that the materials were sufficiently free of advertising bias despite the use of the distributor's own products as demonstration.

ACCURACY: 13/15
The presentation is accurate and up-to-date, but it ignores the appeal to subconscious or non-rational buying motives frequently used by the advertising media.

APPROPRIATENESS: 13/15

The materials are very relevant to the study of Broadcast Media Advertising. However, many ads illustrated are about Proctor and Gamble products (toiletries, etc.) and thus do not tie in with the automotive and apparel industries as suggested in the new N.Y. State D.E. syllabus.

VERBAL AND VISUAL FLUENCY: 12/15

The verbal and visual aspects are well coordinated and fairly easy to follow. One reviewer felt that the filmstrip has a lot of material which comes on a bit too fast.

USEFULNESS AND VERSATILITY: 12/15

The kit was considered adaptable to courses in Consumer Education, Business Education, and Career Education as well as D.E. and also to varying classroom formats.

ADDITIONAL COMMENTS:

Two of the four reviewers had used the materials in their classrooms.

TITLE: DISTRIBUTIVE EDUCATION SERIES # U250 - KNOW YOUR PRODUCT

DE

PUBLISHER: Universal Education and Visual Arts
221 Park Avenue South
New York, New York
10003

YEAR PUBLISHED _____ COST $ 68.00

TYPE OF MATERIAL:
Set of eight filmstrips, records and teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
The individual strips in this Distributive Education series on Sales cover the following areas: selling as a career, economics of selling, your person and personality, know your product, why people buy, techniques in selling, objectives and objections, and new horizons in selling.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
QUESTIONABLE 36/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Three of the four reviewers felt that the films were sufficiently free of bias to use in the classroom. However, there were comments that they are somewhat sexually biased with continual referrals to the salesperson as "he".

ACCURACY: 10/15
The materials seemed correct enough but there were too many generalities.

APPROPRIATENESS: 9/15

The presentation was thought to be too complex and difficult for secondary students to comprehend. Selected students already employed in selling could possibly find some value in the films.

VERBAL AND VISUAL FLUENCY: 8/15

All the reviewers agreed that the strips were boring, and were restricted to an academic appraisal of the subject with poor audiovisual coordination. The speaker was not only verbose, but his monotone was thought to certainly put most students to sleep.

USEFULNESS AND VERSATILITY: 9/15

Although the material deals fairly well with sources of product information it was considered too deep in theory to be of much use for the average student.

ADDITIONAL COMMENTS:

While the overall rating fell within the "useful" range, it was at the bottom of that range. The reviewers were in agreement that the cost was expensive for its very limited potential use.

TITLE: WHO DO I WANT TO BE WHEN I GROW UP

Larry Wilson

DE

PUBLISHER: DECA Supply Company
221 Park Avenue
Arlington,
Virginia

YEAR PUBLISHED _____ COST $ 12.50

TYPE OF MATERIAL:
One cassette tape.

BRIEF DESCRIPTION OF MATERIAL:
In the tape, Larry Wilson speaks to a regional collegiate DECA group on knowing oneself and its importance in interpersonal relationships. He emphasizes the need for personal growth and identity as opposed to conformity and habits of seeking security. The role of mental health and self-acceptance in personal and business effectiveness is also discussed. The tape is liberally spiced with humorous anecdotes.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 41/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There is some ethnic bias and sex-role stereotyping in the comical references, and here the reviewers differed. Several felt that the humor added to the effectiveness of the presentation despite the apparent bias, while one worried that some minority or female students could be offended, and the tape should therefore not be used in the classroom.

ACCURACY: 11/15

The reviewers noted that while the psychological content seemed conceptually accurate, interpretations must necessarily be subjective and vary with each person's experience. One reviewer felt that the jokes only confused complex psychological factors rather than clarifying.

APPROPRIATENESS: 10/15

The message is highly relevant but the questionable language may limit the usefulness of this tape to a mature audience.

VERBAL AND VISUAL FLUENCY: 10/15

Speaker is dynamic and entertaining, but jokes and side comments obscure message at times. Too much wandering lengthens speech and student attention could be lost.

USEFULNESS AND VERSATILITY: 10/15

The tapes may not be appreciated by all students, but the intent of the message is relevant for all. If the presentation seems too long to hold the attention, students can use the cassette for independent listening.

TITLE | AN INSIDE JOB | DE

PUBLISHER | Allied Stores, Inc.
The Chartmakers
New York, New York

YEAR PUBLISHED Unknown COST $ Free

TYPE OF MATERIAL:
Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:
This industry-made filmstrip done in cartoon form to discuss shortages in retail sales operation. It depicts how losses occur due to theft and employee error.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 52/60

SUMMARY OF RATINGS:
BIAS: Acceptable
Reviewers found the filmstrip barely acceptable in this respect since no minorities were pictured, women were shown in very traditional roles, and older people were "put down".

ACCURACY: 12/15
Filmstrip is on the verge of having some items antiquated as modern registering procedures are introduced. All-women departments make it look outdated.

APPROPRIATENESS: 13/15

May be used with a variety of student populations and is a good motivator. One reviewer felt that some students would find it immature.

VERBAL AND VISUAL FLUENCY: 13/15

Cartoon format is clever and would appeal to most learners. Language contains a lot of slang but is still easy to follow.

USEFULNESS AND VERSATILITY: 14/15

Since material is free, the appeal is obviously increased. Filmstrip could be used in various ways with many types of students.

TITLE: CAREER INFORMATION UNIT FOR DISTRIBUTIVE EDUCATION

DE

PUBLISHER: Distributive Education Materials Lab
at Ohio State
1885 Neil Avenue
115 Townshond Hall
Columbus, Ohio

YEAR PUBLISHED 1973 COST $ 2.50

TYPE OF MATERIAL:
A student manual of 200 pages.

BRIEF DESCRIPTION OF MATERIAL:
This career exploration handbook helps students explore the occupational clusters as laid out in the revised New York State Distributive Education Curriculum. Within each career area are listed various job titles and also numerous project activities that are intended to encourage students to research their career choice. A teacher's manual is also available separately but is not rated here.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 11/15
The content is accurate and current. However, the suggested activities tend to be a bit unrealistic.

APPROPRIATENESS: 11/15

Not only does this student manual use the career cluster concept recommended by the revised New York State Distributive Education curriculum, but it also makes a direct attack on the problem of helping students explore occupations and achieve career direction.

VERBAL AND VISUAL FLUENCY: 10/15

Students may have some difficulty in grasping the structure of Distributive occupations. On the other hand, the worksheets used in exploring occupations are simple in design and thought-stimulating.

USEFULNESS AND VERSATILITY: 12/15

Rather than providing data on occupations directly, the book directs students to other sources of information. For this reason, it may be useful as a complementary text. Though the soft cover limits its durability, the cost is reasonable.

TITLE: NOTHING HAPPENS UNTIL SOMEBODY SELLS SOMETHING

Red Motley

DE

PUBLISHER: Sales Success Unlimited
7436 Cornell Avenue
St. Louis, Missouri
63130

YEAR PUBLISHED _____ COST $ 6.95

TYPE OF MATERIAL:
A record.

BRIEF DESCRIPTION OF MATERIAL:
This recording of a talk by Mr. Red Motley given to professional salesmen stresses his philosophy that a salesman is not a "need fulfiller" but a "want creator".

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 42/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 11/15
The material is realistic on the function of the salesman, but somewhat opinionated which is not surprising considering its intent as a motivational speech.

APPROPRIATENESS: 11/15
Asking the "why" of salesmanship is fundamental. This record should stimulate any student seriously interested in a sales career. It is appropriate for the target group.

VERBAL AND VISUAL FLUENCY: 10/15

The dynamic presentation and use of examples effectively holds the attention making up for the length which may be excessive for high school students. The lack of accompanying visual material also detracts.

USEFULNESS AND VERSATILITY: 10/15

This record has a definite and valuable place in the classroom, despite the fact that some portions go beyond the scope of the classwork and that it is designed for a mature audience. It could be used to teach consumer education, retail-wholesale marketing, and a post-secondary salesmanship course.

ADDITIONAL COMMENTS:

Three of the teachers who reviewed the record had used it in the classroom.

TITLE: THE CASHIER

The Chase Manhattan Bank

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey 08520

YEAR PUBLISHED 1975 COST $ 2.44

TYPE OF MATERIAL:
A text workbook of 88 pages.

BRIEF DESCRIPTION OF MATERIAL:
This book can be used alone or in conjunction with the "Cashier" series of five filmstrips and a teacher's manual. It is designed as a self-study manual for retail cashiers and includes secitons on the cashier's job, cash handling, credit cards, customer identification, and counterfeit currency.

READABILITY GRADE LEVEL:
Fry. Average Eighth. (Two samples were Eleventh level. One sample at the Fourth level brought the average down too low).

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:
BIAS: Acceptable
No bias was found in the publication.

ACCURACY: 13/15
Accuracy was found to be very high. The material was also judged quite current but noticeably lacking motor skill activities such as drill in the operation of a cash register.

APPROPRIATENESS: 12/15

The content was relevant and challenging but concerned only a limited part of the total Distributive Education curriculum.

VERBAL AND VISUAL FLUENCY: 12/15

The illustrations at each step of the way made the text clear, concise and easy to follow as well as stimulating.

USEFULNESS AND VERSATILITY: 10/15

While the text could not stand alone as a manual for cashier trainees, its value as an individual or group teaching tool was high for either specialized or general Distributive Education instruction. It was also considered useful for courses in general business or economics.

TITLE: ADVERTISING AND DISPLAYING MERCHANDISE

Samson

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1967 COST $ 4.28

TYPE OF MATERIAL:
A combination soft cover text-workbook of 218 pages.

BRIEF DESCRIPTION OF MATERIAL:
Principles and practices of merchandising through advertising and display are presented here along with a series of projects designed to stimulate the student.

READABILITY GRADE LEVEL:
Fry. Eleventh and Twelfth.

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There were few illustrations, though none of them show members of minority groups, and no indications of sex or racial bias in the content.

ACCURACY: 12/15
While the information is up-to-date and accurate enough, the workbook section lacks clear-cut instructions for individual use.

APPROPRIATENESS: 11/15
The vocabulary and content are more appropriate for the instructor than for the student, and in case of any revision, the target population should be kept uppermost in mind.

VERBAL AND VISUAL FLUENCY: 10/15

The format should be more attractive in order to capture the attention of the general Distributive Education student and to stimulate future interests.

USEFULNESS AND VERSATILITY: 11/15

With the instructor's assistance in the selection of relevant sections, individuals or small groups could effectively utilize this book in the study of one unit within a general Distributive Education course.

ADDITIONAL COMMENTS:

Of the three reviewers, two had used the material in classroom instruction.

TITLE: MARKETING AND DISTRIBUTION - 2nd EDITION

Mason, Rath, Ross

DE

PUBLISHER: McGraw-Hill Book Company
Gregg/Community College Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1974 COST $ 8.96 Textbook; $3.50 teacher's manual

TYPE OF MATERIAL:
A textbook of 576 pages; the teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
This basic text covers most aspects of marketing and distribution including advertising, retailing, pricing, etc.

READABILITY GRADE LEVEL:
Fry. College.

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Though the illustrations are free of sex-role stereotyping, the content is not. The salesperson is still a "man".

ACCURACY: 13/15
With the exception of a too brief unit on shoplifting, the content is as accurate and timely as possible, giving rapidly changing market conditions.

APPROPRIATENESS: 13/15
The content is important and necessary to the subject as well as being written in a fluent and easy-to-understand style.

VERBAL AND VISUAL FLUENCY: 13/15

The numerous charts and graphs are effective teaching tools. Changing the color of the print on certain paragraphs when emphasis is desired is also a good idea. The format is generally attractive.

USEFULNESS AND VERSATILITY: 11/15

This book may prove easily adaptable to adult education Distributive Education classes. The project assignments can be used with small groups or in individual study.

TITLE

FUN THINGS FOR LEARNING IN MARKETING/ DISTRIBUTION

Barbara J. Wilkie

DE

PUBLISHER

American Enterprises Incorporated
P.O. Box 10021
Tallahassee, Florida
32302

YEAR PUBLISHED 1974 COST $ 3.00

TYPE OF MATERIAL:
A book of puzzles with 83 pages which includes an answer key.

BRIEF DESCRIPTION OF MATERIAL:
Many types of puzzles and crosswords are used to manipulate and review concepts in marketing and distribution.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The content of the material excludes the possibility of bias.

ACCURACY: 11/15
The content reviewed by means of the puzzles is accurate, current in information, and realistic. However, because terminology must be forced into the structure of the puzzles, there is some potential for misinterpretation. In addition, this may not be understood by some students without explanation.

APPROPRIATENESS: 12/15

The content of marketing and distribution is made challenging and interesting to the general high school student by the use of puzzles. It is a highly appropriate method.

VERBAL AND VISUAL FLUENCY: 12/15

Urban students especially might find this book appealing. One disadvantage of the puzzle method is that the relationship of one puzzle to another is necessarily fragmented, and the ideas therefore do not flow smoothly.

USEFULNESS AND VERSATILITY: 9/15

The protection of this volume of puzzles by copyright means that each student must have a copy at $3.00 each. The cost is too high. Otherwise, the material is extremely versatile in any instructional environment and self-motivating, as well. Students of Consumer Education could also make use of this book.

TITLE: SELLING FASHION APPAREL

Eleanor Mullikin

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1971 COST $ 4.28

TYPE OF MATERIAL:
This combination text and workbook has six sections in 125 pages.

BRIEF DESCRIPTION OF MATERIAL:
Fashion cycles, textiles, and selling techniques are among the subjects treated. Exercises at the end of each unit and suggested projects complement the written content.

READABILITY GRADE LEVEL:
Fry. Twelfth.

OVERALL RATING:
USEFUL 39/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Because only two illustrations in the whole book show members of minority groups, one individual disagreed with the above "acceptable" rating given the book by the other two reviewers in regard to racial bias.

ACCURACY: 10/15
The fashions shown are not very up-to-date and, in addition, the field of teen fashions is left out entirely. Knits and the more recently developed fabrics have also been omitted.

APPROPRIATENESS: 9/15

The target population for this book seems to be the middle and upper class of suburbia. The textiles shown are of the more expensive variety. Urban influence is lacking in the content as well as in the illustrations.

VERBAL AND VISUAL FLUENCY: 10/15

The appeal and organization of the material is evidently adequate, while the many illustrations required by the nature of the subject should automatically stimulate interest.

USEFULNESS AND VERSATILITY: 10/15

For a survey course, this text contains too much depth and detail, though students specializing in Apparel could find it valuable for individual or small group study. The exercises at the end of each unit are quite suitable as are the special projects included in the second half of the book. One reviewer suggested calling on department store salespeople as consultants in the use of this text.

TITLE: FUNDAMENTALS OF SELLING - 9th Edition

Wingate and Nolan

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1969 COST $ 7.96 Textbook; $2.24 Workbook; $.40 Tests

TYPE OF MATERIAL:
This set of materials includes a 595 page text, workbook, and tests.

BRIEF DESCRIPTION OF MATERIAL:
The fundamentals of personal selling, both wholesale and retail, are presented in the text.

READABILITY GRADE LEVEL:
Fry. College. The long sentences are made up of many multi-syllabic words.

OVERALL RATING:
USEFUL 42/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Reference is made throughout the text to minority groups, and the illustrations show both male and female workers. There is no apparent bias in the material.

ACCURACY: 12/15
The content is current with industry standards and the information fairly complete. However, the book lacks any emphasis on the application of methods presented.

APPROPRIATENESS: 10/15

Most high school Distributive Education students, the "target population", would probably be put off by the large numbers of charts and graphs and might also find the heavy language a bit meaningless. However, they could benefit easily from the workbook which requires little teacher supervision.

VERBAL AND VISUAL FLUENCY: 9/15

From both the visual and the verbal aspect, the overall appeal of the text is weak. It needs vigorous improvement in layout if it is going to stimulate any minds.

USEFULNESS AND VERSATILITY: 11/15

The versatility of the book is limited by the necessity of the teacher to restructure and put the information on the students' level. If left as it stands, it is probably suitable for only a minimal number of students. The workbook, on the other hand, is far more useful. The set was recommended for use in business or junior colleges.

TITLE: THE ANATOMY OF A SALE

DE

PUBLISHER: Sears, Roebuck and Company
Consumer Information Services
Dept. 703 - Public Relations
Chicago, Illinois
60611

YEAR PUBLISHED 1972 COST $ Initial Distribution was Free

TYPE OF MATERIAL:

This set of materials available as a unit includes one filmstrip, a record, and a teacher's guide containing student activities such as puzzles.

BRIEF DESCRIPTION OF MATERIAL:

The unit which is aimed at both the consumer and the salesperson introduces the steps involved in a sale. Various sales approaches are presented as well as deceptive tactics such as "bait and switch". The consumer has a role: making effective use of the salesman who is presented as a professional.

READABILITY GRADE LEVEL:

Not Applicable

OVERALL RATING:

USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable

No bias was found in the material. There was a good mix of various ethnic groups as well as both sexes depicted as sales staff in the filmstrip.

ACCURACY: 12/15

The strip is as accurate as many sales texts, up-to-date, and honest in its presentation of the interests of both salesperson and customer. However, a few basic selling techniques were not dealt with.

APPROPRIATENESS: 12/15

The content is appropriate to both consumer and retail salesperson as target populations. Additionally, it could be used in Consumer Education as well as in Distributive Education.

VERBAL AND VISUAL FLUENCY: 11/15

While the animation and graphics are good, the film is a bit too long for one sitting. It has a tendency to bore, because of the announcer's monotone, and lacks a musical accompaniment.

USEFULNESS AND VERSATILITY: 11/15

In summarizing the entire sales process, the filmstrip presents more material than the student may be able to absorb. Better use of it might be made as an overview at the end of a sales unit.

TITLE: HOW TO PUT ACTION INTO YOUR SALES

Chuck Lapp

DE

PUBLISHER: Success Motivation Institute, Inc.
P.O. Box 7614
Waco, Texas

YEAR PUBLISHED 1962 COST $ 6.95

TYPE OF MATERIAL:
A 33-1/3 RPM phonograph record with instructor's booklet.

BRIEF DESCRIPTION OF MATERIAL:
The record uses a question-answer approach to describe retail sales techniques. The style is typical Madison Avenue with the commercial approach used in the 60's.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Only salesmen are discussed.

ACCURACY: 12/15
Material is somewhat dated by the period in which it was produced but still useable.

APPROPRIATENESS: 11/15
Provides a narrow representation of the subject matter. May be a little too professional for high school students.

VERBAL AND VISUAL FLUENCY: 10/15

Records tend to be monotonous. A few ideas are treated in a redundant fashion.

USEFULNESS AND VERSATILITY: 10/15

Rather limited as to when and how to use. Might be of more use with adults.

TITLE: DISTRIBUTIVE EDUCATION WORK-EXPERIENCE MANUAL

Patrick A. Carlo, Dennis H. Murphy, and Wesley R. Scott

DE

PUBLISHER: Delmar Publishers
Box 5087
Albany, New York
12205

YEAR PUBLISHED 1970 COST $ 3.78

TYPE OF MATERIAL:
This is a student manual of 220 pages which includes an instructor's guide.

BRIEF DESCRIPTION OF MATERIAL:
This is a workbook designed for students who are employed in a work experience program. Tear-out projects and reports consist of questions which the student must answer by reference to other texts or instructional materials and apply them to the business in which he is employed. There is little content presented.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
Questionable 38/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There were no indications of sex role or racial bias in this fairly straight-forward handbook.

ACCURACY: 11/15
The content of instructions on the use of the manual is clear and complete with no assistance from the teacher necessary. The various employment situations possible for work-study students are provided for in the layout of the book which is quite up-to-date.

APPROPRIATENESS: 11/15

Working students could use the workbook on an independent study basis. Heavy reliance is placed on the learner to seek answers to the problems presented.

VERBAL AND VISUAL FLUENCY: 10/15

The design of the manual is not particularly attractive although simple and straightforward. Because the material's effectiveness depends on the student's initiative, it should lead to the development of critical and creative thought.

USEFULNESS AND VERSATILITY: 6/15

Outside of the work-study experience, the book is almost useless and its applicability to the general D.E. classroom is therefore low. Moreover, it seems designed more to assist the coordinator in administering the work experience program than as a comprehensive learning tool. Much of the material could be duplicated locally on separate sheets without need of a published book at its considerable cost. Adult Education retraining programs could perhaps make use of the material.

TITLE: BASIC SALESMANSHIP

John Ernest

DE

PUBLISHER: McGraw-Hill Book Company
Gregg/Community Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1969 COST $ 3.25 Workbook

$ 2.50 Teacher's manual

TYPE OF MATERIAL:
A soft-cover student manual/workbook, with 128 pages. A teacher's manual can be purchased separately.

BRIEF DESCRIPTION OF MATERIAL:
This manual is designed for self-study and includes vocabulary, questions, and projects for students to progress in a logical sequence. It is one in a series of 17 books.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
Still provides up-to-date information but some statements reflect a limited point of view.

APPROPRIATENESS: 14/15
Should be used in conjunction with other manuals - together they cover the subject matter content thoroughly. Material is appropriate for high school students.

VERBAL AND VISUAL FLUENCY: 12/15

Manual is easy to follow and the answers are included. Not unusually attractive or challenging.

USEFULNESS AND VERSATILITY: 9/15

May be too complex for some students who don't read well. To be effective it must be used as part of the series. Soft cover is not durable.

TITLE: BASIC SALESMANSHIP TRANSPARENCIES

H.R. Chesire

DE

PUBLISHER: Colonial Films, Inc.
70 Fairlie Street, N.W.
Atlanta, Georgia
30303

YEAR PUBLISHED 1967 COST $ 40.00

TYPE OF MATERIAL:
Set of 21 overhead transparencies.

BRIEF DESCRIPTION OF MATERIAL:
This series of transparencies depict the steps in a sale. Color and cartoon characters are used to reinforce basic selling principles.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 50/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 12/15
Drawings may be a little out-of-date, but material is accurate and clearly presented.

APPROPRIATENESS: 13/15
The very core concepts in Distributive Education are presented in a format which could be adaptable for many learners.

VERBAL AND VISUAL FLUENCY: 12/15

Color and cartoons are used effectively. These are well made transparencies. The material itself is not challenging but must be used imaginatively by the teacher.

USEFULNESS AND VERSATILITY: 13/15

Content of material limits its use but visual material can be used in a variety of ways.

TITLE: HOW A TELEVISION COMMERCIAL IS MADE

DE

PUBLISHER: Texaco, Inc.
135 East 42nd Street
New York, New York
10017

YEAR PUBLISHED 1974 COST $ Free

TYPE OF MATERIAL:
This set of three items packaged together contains a 33-1/3 RPM 7" record, 30 student pamphlets, and a ditto-master for reproduction of storyboard layout sheets.

BRIEF DESCRIPTION OF MATERIAL:
The material is intended to carry T.V. commercial production from its original conception through storyboard production to the finished film or videotape ready for broadcasting.

READABILITY GRADE LEVEL:
Fry. College.

OVERALL RATING:
QUESTIONABLE 37/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There was a bias toward the distributor's own advertising, which some may find objectionable, since the materials were provided by the Texaco Oil Company as instructional tools.

ACCURACY: 10/15
The student pamphlets describe how a storyboard for a T.V. commercial is made, but the content is not complete enough to enable the students to make their own storyboards.

APPROPRIATENESS: 9/15

Without a video section the materials must be very carefully presented and coordinated by the teacher for them to be understandable at all.

VERBAL AND VISUAL FLUENCY: 9/15

The record script is confusing. Lack of visuals make the concepts difficult to understand.

USEFULNESS AND VERSATILITY: 9/15

A special advanced section of TV advertising could possibly use this kit with personal direction by the teacher, but it is not worthwhile for general classroom use. Since the material is free, it could be obtained if this special need exists.

TITLE: RETAIL SELLING

Bodle and Corey

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1972 COST $ 8.24 Textbook; $3.00 Teacher's Manual

TYPE OF MATERIAL:
A textbook of 432 pages; the teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
This book is designed to stand as the main source covering the fundamentals of retailing for a Distributive Education I program.

READABILITY GRADE LEVEL:
Fry. Tenth level. The sentence structure is somewhat uneven.

OVERALL RATING:
EXCELLENT 53/60

SUMMARY OF RATINGS:

BIAS: Acceptable
A good mix of ethnic backgrounds is shown.

ACCURACY: 14/15
Given changing marketing conditions, the text contains up-to-date, accurate, and complete information. However, it lacks coverage of stock security and shoplifting.

APPROPRIATENESS: 14/15
The reading level is challenging enough to stimulate, but still appropriate for the tenth and eleventh grade student.

VERBAL AND VISUAL FLUENCY: 13/15

The material contains a good number of pictures to hold the interest, and the paragraphs have bold-type headings making the organization of content easy to follow.

USEFULNESS AND VERSATILITY: 12/15

A variety of classroom formats are suitable to the end-of-chapter assignments.

TITLE

MATERIALS HANDLING: TRAFFIC AND TRANSPORTATION

Tyler and Corenthal

DE

PUBLISHER

McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1970 COST $ 7.16 Textbook; $2.00 Teacher's Manual

TYPE OF MATERIAL:
A textbook of 312 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
The book shows various ways of handling materials from receiving to shipping.

READABILITY GRADE LEVEL:
Fry. Ninth.

OVERALL RATING:
QUESTIONABLE 38/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
Except for one illustration, no women are shown in jobs nor mentioned in the job descriptions.

ACCURACY: 12/15
For entry level jobs, the information is accurate, current, and relatively complete for its narrow scope.

APPROPRIATENESS: 9/15
This text is applicable only for the specific jobs included in the description, "materials handling".

VERBAL AND VISUAL FLUENCY: 7/15

The blue print used in this book instead of the conventional black is difficult to read and eventually hard on the eyes. Illustrations show package slips, shipping orders, sample memos, and the details of a check-off system.

USEFULNESS AND VERSATILITY: 9/15

Because of its limited scope, this text is useful only as a reference and definitely not as a classroom text. However, the material could possibly be used for Adult Education Retraining.

ADDITIONAL COMMENTS:

The suggestion was made that with training by consultants from local companies, teachers could make some effective use of the material.

TITLE | NEWSPAPER ADVERTISING

DE

PUBLISHER | International Film Bureau, Inc.
332 South Michigan Avenue
Chicago, Illinois
60604

YEAR PUBLISHED 1971 COST $ 80.00 for package of 5

(Available separately)

TYPE OF MATERIAL:
Filmstrip accompanied by a record and a teacher's guide. Four other filmstrips are available in the series but were not reviewed.

BRIEF DESCRIPTION OF MATERIAL:
The film presented newspaper advertising in use by consumers; its preparation by retailers; and parts of the advertisement such as headlines, illustrations, copy, and standing detail. It ends with a brief description of careers.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 12/15
The information was accurate though a bit on the technical side. The illustrations of ads were slightly old.

APPROPRIATENESS: 12/15

The materials are very appropriate to the fundamentals of advertising. The good presentation of basics was thought stimulating and should provide incentive to actual work in ad layout.

VERBAL AND VISUAL FLUENCY: 10/15

The ideas and concepts are well presented, organized, and to the point, but the speaker's voice becomes boring. Overall, the strip lacks excitement.

USEFULNESS AND VERSATILITY: 10/15

The film would be best used as an introduction to ad layout work, in the middle of the advertising unit. The teacher's guide is moderately complete. One reviewer thought the entire package of five strips and five records too expensive.

TITLE: ADVERTISING, 1972 AND ADVERTISING ANSWER BOOK

University of Texas at Austin

DE

PUBLISHER: University of Texas at Austin
Division of Extension
Instructional Materials
Austin, Texas 78712

YEAR PUBLISHED 1972 COST $ 4.50 Manual; $2.50 Answer Book

TYPE OF MATERIAL:
This soft-cover student manual of 113 pages is accompanied by an answer book, permitting students to check their own work.

BRIEF DESCRIPTION OF MATERIAL:
Designed for independent study, the text attempts to cover broad topics and some technical aspects of advertising. Chapters are devoted to advertising image, role in the American economy, market research methods, advertising in a company, the agency, the media, the press, direct mail, basic layout and design, and technology and advertising.

READABILITY GRADE LEVEL:
Fry. 12th The material varies from 10th through college level.

OVERALL RATING:
QUESTIONABLE 36/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There seemed to be some white-male dominance in occupational areas.

ACCURACY: 10/15
The material is relevant and up-to-date but dogmatic and academic in its approach.

APPROPRIATENESS: 10/15

While suggested projects direct students to more practical applications, the material itself is difficult, theoretical and not particularly stimulating to the high school student.

VERBAL AND VISUAL FLUENCY: 8/15

Poor design, heavy text emphasis, and inadequate illustrations (no color) make this text somewhat dull. It would require a high level of student motivation and reading ability.

USEFULNESS AND VERSATILITY: 9/15

For the relatively limited number of students able to benefit (those specializing), the cost is somewhat high. The accompanying answer book definitely increases its usefulness.

TITLE: DISPLAY AND PROMOTION

Gary R. Smith

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1970 COST $ 2.76

TYPE OF MATERIAL:
This soft-cover occupational manual of 108 pages is accompanied by a teacher's guide.

BRIEF DESCRIPTION OF MATERIAL:
The following subjects are covered: careers in display and promotion, basic elements of display, planning of display and construction, and the use of other promotion techniques. It is one of a series of modules.

READABILITY GRADE LEVEL:
Fry. Tenth.

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:
BIAS: Acceptable
No minority groups in the photos.

ACCURACY: 12/15
All the usual display topics are covered and the written content seems current. The fashions shown in the illustrations are not, however, completely up-to-date.

APPROPRIATENESS: 11/15

The photographs do not depict all target areas, but emphasize white middle class fashions. While display is treated in more depth than is appropriate for a survey course in Distributive Education, the text can be used for individual or modular instruction.

VERBAL AND VISUAL FLUENCY: 10/15

The introduction of color to this booklet (especially to the section on the use of color in display) would greatly increase its value and interest to the student; the type-face should be larger. The lack of a detailed table of contents or index makes the text more difficult to use.

USEFULNESS AND VERSATILITY: 11/15

The manual would be most useful for small group instruction. An adult education course in Distribution Education could put it to use as well.

ADDITIONAL COMMENTS:

The teachers who reviewed this text had all used it in the classroom.

TITLE: YOU BE THE JUDGE - ADVERTISING

J. Koeninger

DE

PUBLISHER: Distributive Ed. Materials Laboratory at Ohio State
1885 Neil Avenue
Columbus, Ohio

YEAR PUBLISHED 1973 COST $ 3.00

TYPE OF MATERIAL:
A set of ten slides with a student rating sheet and accompanying checklist of advertising principles.

BRIEF DESCRIPTION OF MATERIAL:
After observing the slides of various types of ad layouts, the students rate each slide according to the principles they have learned, and compare their judgments to those of professionals.

READABILITY GRADE LEVEL:
Not Applicable.

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The reviewers thought the slides were free of bias.

ACCURACY: 12/15
"Current, factual, and relevant to curriculum changes" were the terms used by the evaluators for these materials. One mentioned the future possibility of ads becoming outdated because of prices included in them, but agreed that the concepts taught were excellent.

APPROPRIATENESS: 12/15

The slides and printed material are relevant to the subject as well as to each other. They are challenging yet easy to understand.

VERBAL AND VISUAL FLUENCY: 11/15

Pre-instruction in advertising is essential although the material is well organized and to the point.

USEFULNESS AND VERSATILITY: 11/15

This set was deemed highly adaptable to all situations but it should not be used consecutively with presentations of the same type in other fields. Students entering the DECA Ad Layout Contest would find the material valuable. The paper binding for the set appreared not durable enough.

ADDITIONAL COMMENTS:

Two of the five teachers who evaluated this set had used it in their classrooms.

TITLE: SMALL BUSINESS MANAGEMENT - 1 and 2

W.D. Hiles, R. T. Hubbard

DE

PUBLISHER: Delmar Publishers
Box 5087
Albany, New York
12205

YEAR PUBLISHED 1965 COST $ 4.50 Text; $1.50 Teacher's Manual

TYPE OF MATERIAL:
The two volume soft-cover text-workbook with 330 pages in the first and 324 pages in the second are each accompanied by a teacher's manual and a test packet.

BRIEF DESCRIPTION OF MATERIAL:
This set provides instruction on the conception, development and operation of a small, individually-owned retail company. With the detachable assignment worksheet at the end of every unit, the student can practice solving real problems of small business management. The teacher's manual answers assignment questions and the tests in the separate test packet.

READABILITY GRADE LEVEL:
Fry. Lower College.

OVERALL RATING:
EXCELLENT 54/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The illustrations show a mix of sexes and off-set the sex-role bias that appears in the written material. There is a definite lack of minorities portrayed in jobs.

ACCURACY: 14/15
The basics of small business management are covered here in a complete, accurate, and informative fashion in the opinion of the teachers who reviewed this text. However, the objectives of each unit could be more specific.

APPROPRIATENESS: 13/15

While commended for its relevance to today's young people, the text was criticized by the evaluators because its expectations of the students are not specific enough. Behavioral objectives lack measurability.

VERBAL AND VISUAL FLUENCY: 13/15

The use of photographs instead of outdated drawings could stimulate more student interest and make the material more believable. Otherwise, the text was found to be easy to follow with its clear general theme.

USEFULNESS AND VERSATILITY: 14/15

This fairly versatile text was recommended for use with Adult Occupational Training and General Business Education as well as for Distributive Education. The only disadvantage of the book is the soft cover which could necessitate yearly replacement if it was used as a basic text. The teachers agreed that the overall effectiveness of the material is excellent.

TITLE: ADVERTISING

William H. Antrim

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1970 COST $ 3.12 Text; $2.50 Teacher's Manual

TYPE OF MATERIAL:
A text workbook of 139 pages and a teacher's manual which is available separately.

BRIEF DESCRIPTION OF MATERIAL:
This survey of the advertising field describes in detail entry-level jobs such as junior copywriting, art layout, production positions and clerical.

READABILITY GRADE LEVEL:
College level. There is a high percentage of multi-syllabic technical vocabulary.

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Though there is some dominance of the white male in the illustrations, the material is not so biased as to prohibit its use.

ACCURACY: 13/15
The material is up-to-date and accurate.

APPROPRIATENESS: 13/15
Though the subject matter is very relevant to today's advertising industry, it may need to be interpreted and geared for a lower reading level.

VERBAL AND VISUAL FLUENCY: 10/15

The material generally lacks the variety and punch necessary to hold student interest. The split page layout makes the material easy to follow.

USEFULNESS AND VERSATILITY: 11/15

Though the cost of the book is commensurate with its value, it does require teacher interpretation and assistance. Adult Education courses could make use of it.

ADDITIONAL COMMENTS:

Of the two evaluators who had used the material in the classroom, one recommended its replacement by a superior text if possible.

TITLE: CAREERS IN MARKETING

James A. Bikkie

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1971 COST $ 3.12 Textbook; $2.50
Teacher's Manual

TYPE OF MATERIAL:
A text workbook of 148 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
Designed to present the performance requirements of various distributive jobs, this text can assist the student in his career selection.

READABILITY GRADE LEVEL:
Fry. Eleventh to Twelfth. Some essential vocabulary is multi-syllabic. Otherwise vocabulary and sentence structure is reasonable.

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There is some dominance of the male in job positions.

ACCURACY: 13/15
Though somewhat limited in scope, the workbook does cover the selected job areas well.

APPROPRIATENESS: 12/15
The material may fail to hold student attention because of the long sentence structure and detailed approach.

VERBAL AND VISUAL FLUENCY: 10/15

The typeface is small, illustrations are few and far between, and the general result is a lack of stimulation.

USEFULNESS AND VERSATILITY: 12/15

The book should be used as a resource item rather than as a classroom textbook.

ADDITIONAL COMMENTS:

Two of the three teachers had used the material in their classrooms.

TITLE: SELECTING AND BUYING MERCHANDISE

Samson and Palmer

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1974 COST $ 3.24

TYPE OF MATERIAL:
A paperback textbook-workbook combination of 181 pages.

BRIEF DESCRIPTION OF MATERIAL:
This material is designed to be an introductory tool for study and project work in the area of selective buying and receiving of merchandise for resale.

READABILITY GRADE LEVEL:
Fry. College.

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although some female dominance was noticed, the reviewers agreed that the material was sufficiently free of bias for classroom use.

ACCURACY: 13/15
The content is up-to-date, easy to understand, and of specific use in the buying process.

APPROPRIATENESS: 10/15
The text is well supported by diagrams, illustrations, and practical projects. The topic, however, is specialized and applicability is limited as a single unit in a total curriculum.

VERBAL AND VISUAL FLUENCY: 11/15

The treatment is well-organized and stimulating while the format is moderately attractive.

USEFULNESS AND VERSATILITY: 11/15

The manual is useful as an independent study manual for students specializing in buying or for classroom use, particularly the project section in the back. However, treatment is more detailed than needed for a general Distributive Education class.

TITLE | RECOGNITION

Mobil Oil Company

DE

PUBLISHER | Mazin-Wyckoff Film
2 West 46th Street
New York, New York

YEAR PUBLISHED _____ COST $ Free

TYPE OF MATERIAL:
Filmstrip and record.

BRIEF DESCRIPTION OF MATERIAL:
This industry-produced filmstrip emphasizes courtesy and prompt service to the customer. Shows how one person's "bad mouth" influences the people around.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 47/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 10/15
Somewhat dated in illustrations and very single-minded of purpose.

APPROPRIATENESS: 12/15
Probably more appropriate for adults than high school students, but an important topic for all.

VERBAL AND VISUAL FLUENCY: 13/15

Generally pleasing presentation which is easy to follow. Might be more challenging, but the subject may not lend itself to that.

USEFULNESS AND VERSATILITY: 12/15

Although not too versatile, the fact that the filmstrip is free would make it a valuable resource to have.

TITLE: THE SEVEN SECRETS OF SELLING TO WOMEN

Dottie Walters

DE

PUBLISHER: Sales Success, Unlimited
73-25 Cornell Avenue
St. Louis, Missouri

YEAR PUBLISHED 1966 COST $ 6.95

TYPE OF MATERIAL:
A 33-1/3 RPM phonograph record, with instructor's booklet.

BRIEF DESCRIPTION OF MATERIAL:
The record gives "inside information" on selling to women as it differs from selling to the general population.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 44/60

SUMMARY OF RATINGS:

BIAS: Acceptable
While some individuals might object to the idea of women as a distinct sales market, the record is done by a woman.

ACCURACY: 13/15
Seems accurate at the moment, but young people are becoming more prominent as consumers.

APPROPRIATENESS: 11/15
Rather boring instead of challenging. Not really essential information for retail sales.

VERBAL AND VISUAL FLUENCY: 10/15

A record can become boring if not used correctly.

USEFULNESS AND VERSATILITY: 10/15

Somewhat limited in when and how it could be used. One reviewer felt that it had a great deal of potential.

ADDITIONAL COMMENTS:

This record would be equally useful for adult audiences.

TITLE: RECEIVING, CHECKING AND MARKING MERCHANDISE

DE

PUBLISHER: Graphic Research, Inc.
International Film Bureau
332 South Michigan Avenue
Chicago, Illinois 60604

YEAR PUBLISHED 1969 COST $ 12.00

TYPE OF MATERIAL:
This set of three items, packaged together, includes a filmstrip with a choice as to manual or automatic changing, a record, and project worksheets for duplication.

BRIEF DESCRIPTION OF MATERIAL:
The materials are designed to introduce the student to receiving, checking, and marking merchandise in a retail store operation.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 45/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
There is clear racial as well as sex role bias in the filmstrip with all faces Caucasian and all job holders, except for one clerk, male.

ACCURACY: 11/15
The content is somewhat incomplete and dated in its lack of information on computer scanning markings. Otherwise, there seemed to be a satisfactory level of accuracy.

APPROPRIATENESS: 14/15

Among the evaluators there was a high level of agreement that the materials were appropriate to the target population and also important to the subject matter area.

VERBAL AND VISUAL FLUENCY: 9/15

A frame in the filmstrip that lists the steps the students should follow in completing the worksheet assignments would make the film presentation clearer. In addition, there was some feeling that too much material was presented in too short a time.

USEFULNESS AND VERSATILITY: 11/15

The kit may be used for group or individual study. It is properly geared for Distributive Education students and is easy to use and handle. The cost was not excessive. It would be possible to use the materials for courses in Business Math.

ADDITIONAL COMMENTS:

One of the three teachers had used the kit in the classroom.

TITLE: RETAIL MERCHANDISING - 8th Edition

Wingate and Samson

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1975 COST $ 8.52 Textbook; $3.16 Study Guide; $.48 Tests and Exams

TYPE OF MATERIAL:
A hard cover text of 638 pages; the study guide and book of tests and exams are available separately and are not rated here.

BRIEF DESCRIPTION OF MATERIAL:
This recently published textbook surveys in detail most aspects of the retailing industry.

READABILITY GRADE LEVEL:
Fry. College.

OVERALL RATING:
USEFUL 46/60

SUMMARY OF RATINGS:

BIAS: Acceptable
There was no bias found by any of the teachers who reviewed this text.

ACCURACY: 13/15
Trends in the industry are very accurately and realistically analyzed, and as the great majority of the remaining material seems fairly realistic, the book altogether constitutes a good up-to-date coverage of the subject.

APPROPRIATENESS: 12/15

The target population may have difficulty with the large volume of this weighty text and with the reading level.

VERBAL AND VISUAL FLUENCY: 10/15

The reading level is for college students and too high for the target population. Sentence structure is complex, paragraphs are long, and the general approach academic.

USEFULNESS AND VERSATILITY: 10/15

This book is not geared for classroom use in high school but it may be valuable as a reference text or in adult education courses.

TITLE

PSYCHOLOGY AND HUMAN RELATIONS IN MARKETING

Donald D. Hiserodt

DE

PUBLISHER

McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey 08520

YEAR PUBLISHED 1969 COST $ 2.76

TYPE OF MATERIAL:

This occupational manual of 128 pages is accompanied by a teacher's manual and key.

BRIEF DESCRIPTION OF MATERIAL:

One of a series of modular units, the text discusses the topic of effective human relations from the viewpoint of the requirements needed for getting along with co-workers, customers, and the employer. There are exercises at the end of each unit for review and self-testing.

READABILITY GRADE LEVEL:

Fry. Eleventh and Twelfth.

OVERALL RATING:

USEFUL 40/60

SUMMARY OF RATINGS:

BIAS: Acceptable

ACCURACY: 11/15

The emphasis in the book is on society's expectations for the individual. This somewhat one-sided approach ignores the problem of how a resolution of conflicts actually comes about. Organization and management problems get more attention than personal effectiveness.

APPROPRIATENESS: 9/15

Although self-understanding and good human relations is indeed critical to job success, the text may not communicate effectively with the average student and more especially with the urban student, because of its theoretical approach.

VERBAL AND VISUAL FLUENCY: 9/15

The reading level seems a bit high for the average student. The numerous illustrations are done in cartoon-drawing fashion, but they lack color. All of this adds up to a dull or boring experience for the average urban learner.

USEFULNESS AND VERSATILITY: 11/15

Many different target populations could find this book useful. Small group instruction was recommended for this book.

TITLE: FUNDAMENTALS OF SELLING: STUDY GUIDES AND PROJECTS

Wingate-Nolan

DE

PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1969 COST $ 2.25

TYPE OF MATERIAL:
A text, workbook, and tests available separately or as a set.

BRIEF DESCRIPTION OF MATERIAL:
The principles of effective selling are emphasized in this set of materials and applied to all kinds of sales activities including retailing and selling as a career.

READABILITY GRADE LEVEL:
Fry. College level.

OVERALL RATING:

BIAS: Acceptable
Some sex-role stereotyping was noticeable in the frequent references to salesman, but at least some effort was made to keep stereotyping out of the content as the term "salesperson" was used frequently.

ACCURACY: 13/15
Although the workbook is an old publication, it still contains material (on selling techniques) that is current with industry standards and quite complete.

APPROPRIATENESS: 13/15
The majority of the target population should find the subject and its treatment in this set of materials meaningful and relevant.

VERBAL AND VISUAL FLUENCY: 10/15

In order to stimulate student interest and energy, a better layout in general is required. Illustrations are lacking as well as an appealing style of language.

USEFULNESS AND VERSATILITY: 13/15

The text, workbook, and set of tests should definitely be used in a coordinated fashion to increase their effectiveness as teaching tools.

ADDITIONAL COMMENTS:

All of the reviewers had experience with this set of teaching tools in the classroom to back up their opinions.

TITLE: MIND WAREHOUSING SKILLS ORIENTATION

Mind, Inc.

DE

PUBLISHER: Pleasantville Educational Supply Company
21 Paulding Street
Pleasantville, New York
10570

YEAR PUBLISHED 1975 COST $ 685.00 Set/10

TYPE OF MATERIAL:
This set of ten filmstrips and audio tapes and a workbook for each strip with a resource manual are packaged together. However, only the first strip and tape on orientation are evaluated.

BRIEF DESCRIPTION OF MATERIAL:
The orientation filmstrip provides an overview of warehousing activities and jobs, especially those in the food and grocery warehousing part of the industry. Career opportunities are emphasized.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
EXCELLENT 49/60

SUMMARY OF RATINGS:

BIAS: Acceptable
No minority groups or women are shown holding jobs. Despite this, two of the three reviewers felt that the filmstrip could be used in the classroom.

ACCURACY: 13/15
The information presented appears to be complete and up-to-date, though an explanation or definition of certain specialized terms was lacking.

APPROPRIATENESS: 14/15

The illustrations and explanations are brief enough (fifteen minutes long) to hold most students' attention, and the materials thereby prove themselves as an effective teaching tool.

VERBAL AND VISUAL FLUENCY: 14/15

Good coordination of the audiotape and the filmstrip contribute to the stimulating effect of the material while the stream of ideas develops in a clear and logical manner.

USEFULNESS AND VERSATILITY: 9/15

Although the materials are excellent for warehouse training, they cover only a very minor part of the whole Distributive Education curriculum and are, therefore, too expensive for practical purposes.

ADDITIONAL COMMENTS:

The high rating given these materials does not accurately reflect the reviewers' general assessment of the material, mainly because the high cost and narrow scope of the filmstrips outweigh all other elements.

TITLE

PSYCHOLOGY: HUMAN RELATIONS AND MOTIVATION
5th EDITION

Laird, Laird, Fruehling, Swift

DE

PUBLISHER

McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1975 COST $ 9.75 Textbook; $1.95 Instructor's Manual

TYPE OF MATERIAL:
A textbook of 448 pages; an instructor's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
The importance of good human relations and the work ethic are presented for the student just entering the world of work.

READABILITY GRADE LEVEL:
Fry. Ninth.

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:

BIAS: Acceptable
The book is effective in its avoidance of bias.

ACCURACY: 13/15
There is a very good and complete treatment of the subject in this material.

APPROPRIATENESS: 12/15
Though the content was fluent and easy to understand, it did offer some challenge to the target population.

VERBAL AND VISUAL FLUENCY: 12/15

The layout of the book was apparently attractive enough and the thought-provoking ideas were developed in a logical manner.

USEFULNESS AND VERSATILITY: 11/15

The book may be useful as a basic text for the human relations unit in Distributive Education as well as for courses in the Psychology of Work Relations or Industrial Psychology.

TITLE: SALESMANSHIP FUNDAMENTALS - 4th EDITION

J. Ernest and R. Ashmun

DE

PUBLISHER: McGraw-Hill Book Company
Gregg Division
Princeton Road
Hightstown, New Jersey
08520

YEAR PUBLISHED 1973 COST $ 8.36 Textbook; $3.00 Teacher's Manual

TYPE OF MATERIAL:
A textbook of 480 pages; a teacher's manual is available separately.

BRIEF DESCRIPTION OF MATERIAL:
A book containing principles and skills needed in entry-level positions for retail and wholesale operations.

READABILITY GRADE LEVEL:
Fry. Tenth.

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:

BIAS: Unacceptable
Although some attempt has been made to revise this text and erase the male-oriented bias, it is not sufficient. Only the headings have been affected and not the content, and the "salesman" is still dominant.

ACCURACY: 11/15
The use of automated registers, the effect of computers on selling, and inventory keeping is not adequately covered. In addition, the work situations depicted by cartoons seem out-of-date.

APPROPRIATENESS: 10/15

The content is appropriate and the subject relevant to tenth and eleventh grade Distributive Education programs.

VERBAL AND VISUAL FLUENCY: 11/15

Though the material is not very stimulating, the layout is simple and the paragraphs are short and concise. The over-reliance on cartoon figures lends the illustrations an unrealistic air.

USEFULNESS AND VERSATILITY: 11/15

The book is suitable for its target population. The end of chapter activities increase its usefulness.

TITLE | RETAIL TERMINOLOGY SP-1933

DE

PUBLISHER | National Cash Register Company
Dayton,
Ohio
45414

YEAR PUBLISHED 1967, 1970 COST $ 1.50

TYPE OF MATERIAL:
A reference book of 25 pages.

BRIEF DESCRIPTION OF MATERIAL:
This dictionary of retailing lists and defines terms used in the industry.

READABILITY GRADE LEVEL:
Not Applicable. The definitions use very complex vocabulary, so that if you don't already know retailing vocabulary, you will not get it from this book.

OVERALL RATING:
USEFUL 43/60

SUMMARY OF RATINGS:
BIAS: Acceptable

ACCURACY: 13/15
The information is correct and current.

APPROPRIATENESS: 9/15
This reference book may be suitable for college level students, but it is definitely not for high schoolers.

VERBAL AND VISUAL FLUENCY: 10/15

The appeal of the book is necessarily limited by its inappropriateness to the target population. The layout, however, is clear and logically organized.

USEFULNESS AND VERSATILITY: 11/15

As a reference for the use of retail personnel on the job and for Retail Management Trainees, this book could prove itself valuable, especially if National Cash Register people were available as consultants.

TITLE: YOU BE THE JUDGE - DISPLAY

J. Koeninger

DE

PUBLISHER: Distributive Ed. Materials Laboratory
1885 Neil Avenue
Columbus, Ohio
43210

YEAR PUBLISHED 1973 COST $ 2.00

TYPE OF MATERIAL:
The five slides of window displays are packaged together and accompanied by student rating sheets. An optional set of 35 slides showing various display elements can be purchased separately, but is not rated in this evaluation.

BRIEF DESCRIPTION OF MATERIAL:
The five slides should be rated by the students in relation to the seven elements of display. These results can then be compared to a set of "expert" ratings provided with the series.

READABILITY GRADE LEVEL:
Not Applicable

OVERALL RATING:
USEFUL 48/60

SUMMARY OF RATINGS:
BIAS: Acceptable
There was no apparent bias since the slides depict window displays only.

ACCURACY: 12/15
The display unit brings reality into the classroom. The rating sheets are comprehensive and accurately reflect display principles, while the slides show actual store windows.

APPROPRIATENESS: 12/15

As a follow-up activity to the display design and construction unit, this material could be valuable. Students should be given some instruction on the use of the rating sheets and checklists before use.

VERBAL AND VISUAL FLUENCY: 12/15

The visuals are clear and directly related to the subject matter. This unit is effective in design as long as they are used for moderate spans of time and not over-used to the point of boredom.

USEFULNESS AND VERSATILITY: 12/15

Although the slide mountings will not take much heavy handling, the unit as a whole can be used in many types of classroom situations. The student is given a method of applying what he has learned and comparing his results with those of professional display people. The need for a field trip to local stores is also eliminated. For the purpose intended the material is excellent.

TITLE: ADVERTISING IN THE MARKET PLACE

John D. Burke

DE

PUBLISHER: McGraw-Hill Book Company
Gregg/Community College Division
1221 Avenue of the Americas
New York, New York
10020

YEAR PUBLISHED 1973 COST $ 8.40

TYPE OF MATERIAL:
A hard-cover textbook of 439 pages.

BRIEF DESCRIPTION OF MATERIAL:
This text on the theories of advertising places its emphasis on how to get the job done. It aims at giving students the basic tools that will help them solve the problems they will actually encounter.

READABILITY GRADE LEVEL:
Fry. College.

OVERALL RATING:
USEFUL 41/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Although the illustrations do not show all racial groups nor women to the same extent as men, the text was thought acceptable for use in the classroom.

ACCURACY: 12/15
The text is up-to-date, comprehensive, and accurate. The author presents many examples to reinforce the theory.

APPROPRIATENESS: 10/15

Students of an advanced or specialized course in advertising will find this text valuable but not the usual high school D.E. student.

VERBAL AND VISUAL FLUENCY: 10/15

While the verbal level is high, the text was fairly readable. The color combination (green print and illustrations) may detract somewhat from the text. In addition, though sub-heads are extensively used, the relationship between units is compressed and frequently unclear.

USEFULNESS AND VERSATILITY: 8/15

This college level text would best be used only as a supplemental reference text in high school D.E. classes.

TITLE: MARKETING, SALES PROMOTION AND ADVERTISING 7th Edition

Nolan, Warmke

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PUBLISHER: Southwestern Publishing Company
5101 Madison Road
Cincinnati, Ohio
45227

YEAR PUBLISHED 1965 COST $ 5.85 Textbook
1.95 Workbook

TYPE OF MATERIAL:
A textbook of 599 pages plus workbook.

BRIEF DESCRIPTION OF MATERIAL:
The text treats the entire field of marketing and distribution in detail.

READABILITY GRADE LEVEL:
Fry: College

OVERALL RATING:
UNACCEPTABLE 31/60

SUMMARY OF RATINGS:

BIAS: Acceptable
Several teachers who reviewed this text felt that there was an apparent dominance of the white male in the illustrations and job areas. The consensus seemed to be that it was sufficiently free of bias to be used in the classroom.

ACCURACY: 9/15
Although accurate enough, the material is outdated. Statistics and charts cite the fifties and sixties.

APPROPRIATENESS: 8/15

The text is too complex and detailed for the high school Distributive Education student. In addition, it does not reflect the current structure of the Distributive Education curriculum, although topical areas could be introduced in segments.

VERBAL AND VISUAL FLUENCY: 7/15

The rather academic and cluttered approach to the subject would probably bore and put off the average Distributive Education student today. Verbal complexities predominate.

USEFULNESS AND VERSATILITY: 8/15

As a supplementary reference text or for a college level course in Business Administration. It is not for everday use in the high school classroom.

ADDITIONAL COMMENTS:

Four of the five reviewers had used this material in their classrooms.

FPY'S READABILITY GRAPH TO DETERMINE THE READING LEVEL OF MATERIALS

Directions for Using the Readability Graph

1. Select three one-hundred-word passages from near the beginning, middle, and end of the book. Skip all proper nouns.

2. Count the total number of sentences in each hundred-word passage (estimating to nearest tenth of a sentence). Average these three numbers.

3. Count the total number of syllables in each hundred-word sample. There is a syllable for each vowel sound; for example: cat(1), blackbird(2), continental(4). Don't be fooled by word size; for example; polio(3), through(1). Endings such as -y, -ed, -el, or -le usually make a syllable, for example: ready(2), bottle(2). I find it convenient to count every syllable over one in each word and add 100. Average the total number of syllables for the three samples.

4. Plot on the graph the average number of sentences per hundred words and the average number of syllables per hundred words. Most plot points fall near the heavy curved line. Perpendicular lines mark off approximate grade level areas.

Example

	Sentences per 100 Words	Syllables per 100 Words
100-word sample Page 5	9.1	122
100-word sample Page 89	8.5	140
100-word sample Page 160	7.0	129
	3 24.6	3 391
Average	8.2	130

Plotting these averages on the graph we find they fall in the 5th grade area; hence the book is about 5th grade difficulty level. If great variability is encountered either in sentence length or in the syllable count for the three selections, then randomly select several more passages and average them in before plotting.